



99th ANNUAL

Midsummer Festival

Saturday June 19th, 1993

All Day

S V E A D A L

Uvas Canyon, Santa Clara County

Given under auspices of

Swedish-American
Patriotic League



Swedish American Patriotic League

SAN FRANCISCO

OAKLAND

**WISHES ONE AND ALL A HAPPY
MIDSUMMER ON THE 99th
CONSECUTIVE MIDSUMMER
FESTIVAL.**

With sincere appreciation to the many committees and friends for their support and efforts to make this Annual Midsummer Festival an outstanding success.

Carol Anderson
President, San Francisco

Gloria Nelson
President, Oakland



Midsummer Greetings

from

Gwen Bergmark
Midsummer Queen 1993



Midsummer Greetings

from

Bert and Gloria Nelson



Happy Midsummer



GLAD MIDSOMMAR



Gwen Bergmark
Midsummer Queen 1993



Amy Hillerstrom
Columbia



Deby Marie Wilsbach
Svea

Midsummer Greetings from

TEGNER LODGE No. 119, V.O.A.

meets every third Thursday
Bjornson Hall,
2258 Mac Arthur Blvd.
Oakland, CA

Astri Feist, Chairman
Elsy Mattson, Secretary



***The Golden Gate
District Lodges***

through the medium of this program wish to
extend their best wishes to the Swedish-
American Patriotic League, on the Midsummer
Day Celebration.

The Golden Gate District consisting of 21 local
lodges in San Francisco, Oakland, Berkeley,
Concord, Stockton, Modesto, Turlock, Fresno,
San Jose, Palo Alto, Petaluma, Sacramento,
Paradise, Eureka, Redding, Reno, Oroville,
and Santa Cruz extend to you a cordial
invitation to become a member of the Vasa
Order of America.

**BARBARA
LANTZ**

BARBARA OLSON

District Master

District Secretary

MIDSUMMER GREETINGS

Tor Lodge No. 537, V.O.A.

San Francisco

Meets 2nd Saturday each month,
1.00 p.m. at Swedish American Hall,
2174 Market street, S.F.

ESTHER ERICKSON Chairman
Gudrun Franzen Secretary



Best wishes for a successful
MIDSUMMER FESTIVAL

FYLGIA LODGE No. 119

Vasa Order of America



The Color Guard here today

is part of

Fylgia's Drill Team
JOHN WESTERMARK
Chairman

ROBERT H PETERSON
Secretary

Glad Midsommar

Nordiska Butik
Fine Scandinavian Gifts



771 Monterey Blvd.
Mary Ann Peterson San Francisco, CA 94127
Vicki Peterson (415) 239-8107



**Midsummer Greetings
from**

**The Nichelini
and
Madigan Families**



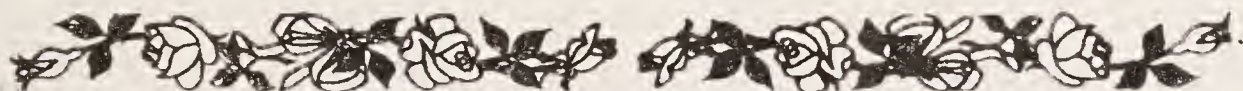
99 Years of Midsummer Festivals

The Swedish American Patriotic League as such did not organize the first Midsummer Festival in San Francisco. Both the League and the festivals are direct results of the first historic Sweden Day at the Midwinter Fair and Exhibition in Golden Gate Park in 1894.

Since then Midsummer Festivals have been held every year under the auspices of the League. A festival was even arranged in 1906, the year of the big earthquake and fire. It was held in Shell Mound Park in the East Bay, attended by an estimated 2,000 persons, eager to meet the survivors of the disaster in San Francisco.

During the years Midsummer Festivals have been held at various places. For the longest time, 26 years, it was held in the Scottish Rite Auditorium in San Francisco. At the time in 1968 when the Auditorium was converted to a movie house, the League decided to move the festival to its own recreation park, Sveadal.

We hope you will enjoy today's festival, the 99th Midsummer Festival, oldest in the world outside of Sweden.



STAR SPANGLED BANNER

Oh say, can you see
By the dawn's early light
What so proudly we hailed
At the twilight's last
gleaming?
Whose broad stripes and
bright stars
Thru the perilous fight
O'er the ramparts we
watched,
Were so gallantly streaming?
And the rockets red glare
The bombs bursting in air
Gave proof thru the night
That our flag was still there.
Oh say, does that star-
spangled banner yet
wave,
O'er the land of the free
And the home of the brave?

DU GAMLA, DU FRIA

Du gamla, du fria, du fjällhöga Nord,
Du tysta, du glädjerika sköna!
Jag hälsar dig, vänaste land uppå jord,
Din sol, din himmel, dina ängder gröna!
Du tronar på minnen från fornstora da'r,
Då ärat ditt namn flög över jorden!
Jag vet, att du är och du blir vad du var,
Ack, jag vill leva, jag vill dö i Norden!



Midsummer Greetings


Carol Anderson
President

Swedish American Patriotic
League



99th Annual Midsummer Program

Sveadal



Presented by the
Swedish-American Patriotic League
President, San Francisco: Carol Anderson
President, Oakland: Gloria Nelson



SCHEDULE

- 10:00 am Gate opens for admission to Midsummer at Sveadal
Vendors & artisans at Marknad near Picnic Area by road til 4pm
- 11:00 am Elva Kaffee on east patio of Clubhouse
- 2:00 pm Raising of the Maypole at the Sports Lawn
& Ringdances for Children
led by Britt O'Grady & Jan Nordin
- 3:30 pm Swedish Songs by Zaida Singers at Clubhouse Lawn
led by Zaida Binetti
- 4:00 pm Queen's Program at the Clubhouse Lawn
- 5:00 pm Queen's Waltz at Dance Floor
Queen's Court & SAPL Officers
Folk Dancing Exhibition at Dance Floor
Harpo Lirarna & Ringsjögillet
- 6:00 pm Swedish-American Buffet (Clubhouse) Chef Laurie Massoletti
Adults = \$14; Children (12 & under) = \$8.50
- 8:00 pm Dancing at the Dance Floor Gary Paccini's Band

QUEEN'S PROGRAM

Parade

Flag Bearers, Officers, Performers, Folk Dancers, Costume Group, Maids of Honor, Columbia, Svea, Crown Bearer, Midsummer Queen and Train Bearers.

Master of Ceremonies



Ted Olsson
Past President, SAPL, San Francisco

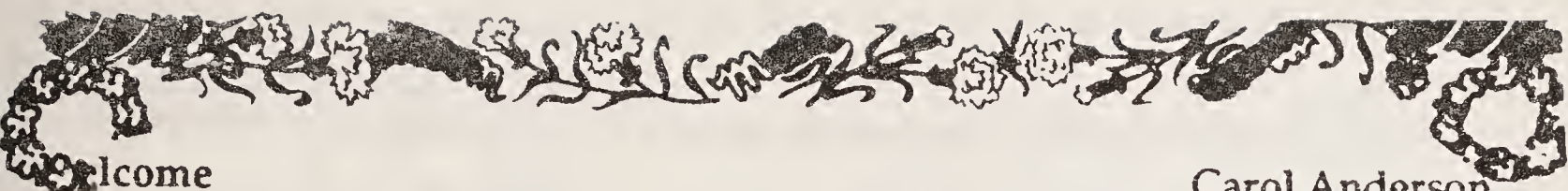
Flag Salute to the Queen

Fylgia Lodge Flag Bearers

National Anthems (in unison)
"The Star-Spangled Banner"
"Du Gamla, Du Fria"

Zaida Singers, Zaida Binetti, Director
Harry Talbot, Drums





Welcome

Carol Anderson
President, SAPL/San Francisco

Crowning of the Queen (Gwen Bergmark)

Carol Anderson



Presentation of Columbia (Amy Hillerstrom)

Kurt Talbot
Vice President, SAPL/San Francisco

Presentation of Svea (Deby Marie Wilzbach)

Gloria Nelson
President, SAPL/Oakland

Songs from Sweden

Harmoni Chorus
from Lindesberg, Västmanland, Sweden

Greetings from Sweden

Siri Eliason
Hon. Consul General of Sweden



Dances from Sweden

Harpo Lirarna & Ringsjögillet
from Eslöv, Sweden

Presentation of Queen's Court

Ted Olsson

Julie Jacobson, Christina Lindgren, Andrea Massey, Bridget
Nelson, Kristen Nelson, Mikaela Rejbrand, Kirsten Severson,
Sonya Severson, Anette Sjogren, Janelle Spanier, Anna Swartz
Crown Bearer: Keith Nelson

Train Bearers: Victoria Anderson & Stephanie Van Horn

Procession to the Dance Floor

Midsummer Queen's Waltz
Exhibition Folk Dancing



Court & SAPL Officers
Harpo Lirarna & Ringsjögillet

The Swedish-American Patriotic League takes pride in presenting what is believed to be the oldest, continuously celebrated Swedish Midsummer outside of Sweden itself. As we prepare for the centennial next year, please share your suggestions and memories of earlier Midsummers with a member of the committee. Invite a friend or family to next year's centennial. We look forward to a full and festive 100th Midsummer.





Midsummer Greetings

from

The Swedish-American
Patriotic League
of Oakland

GLORIA NELSON *President*





*Wishing you a
Happy Midsummer*

Robert and Mary Ann
Peterson



Officers
and
Members
of the
SWEDISH CLUB

önskar alla

EN GLAD MIDSOMMAR

Glad Midsommar

Vestkusten

Midsummer Greetings

THE SWEDISH SOCIETY
OF OAKLAND

meets 2nd Tuesday in
Björnson Hall, Oakland

WALTER SULLIVAN *President*

ROBERT THIELE, *Secretary*

524-6150

For membership information contact
above officers.

Now is the time to join the
East Bay's oldest and most
progressive Society.
Financially sound

SWEDISH LADIES SOCIETY of San Francisco

2174 Market Street

Sick Benefit and Social Organization

Meetings 2nd Thursday at Noon

AINA BEAUMONT *President*

June Williams, *Secretary*

SWEDISH LADIES SOCIETY JENNY LIND OF OAKLAND

A Social and Sick Benefit Organization

Meetings second Thursday every month in
Björnson Hall

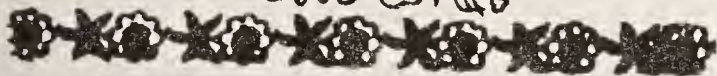
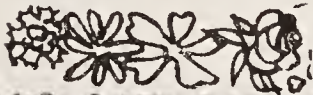
President CHARLOTTE JOHNSON

Secretary—BERTHA BECHTLE

GLAD MIDSOMMAR



Evelyn Olsson

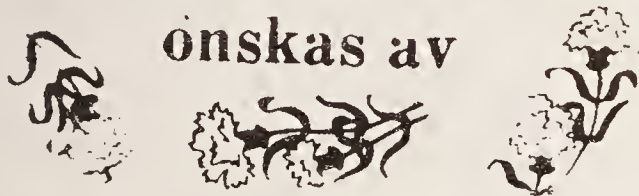


*Glad
Midsummer*

And a Happy
Festival in Sveadal
Ted, Astrid, Zander
and Juliana Olsson

GLAD MIDSOMMAR

önskas av



Alan and Eva Hedden



Wishing you a most Happy

Midsummer Festival

WALTER AND DORINDA NYLAND
JOHN AND CELESTE SPENCER



Midsummer Greetings

from

**THE SWEDISH SOCIETY
OF SAN FRANCISCO**

A Century of Fraternalism
in the Bay Area

We own and operate the

Swedish American Hall
2174 Market Street, S.F.

for your pleasure



Phone 861-9313



GLAD MIDSOMMAR

önskas av

FILIP PALSSON
AND FAMILY
119 Day str, Apt 101,
San Francisco Ca 94131



Midsummer Greetings

**SAN MATEO
INVESTMENT CO.**

Ernie Gustafson
Telephone 349-2121

REAL ESTATE

4100 El Camino Real
San Mateo

Enjoy

SVEADAL

this summer

Your own Recreation Park
in Uvas Canyon,
Santa Clara County

SWIMMING — TENNIS
CABINS — MEALS
PLAYGROUND

CALENDAR OF EVENTS

July 3&4
Annual Tennis Tournament
Horseshoe Tournament
Dinner/Dance
July 24th
67th Anniversary of Sveadal
August 14th
Sveadal Clubs WESTERN DAY
Dinner/Dance
Sept. 4th & 5th
64th Annual Labor Day Weekend
Swimming Races. For more
information, call during season
(1-408) 779-2854



*Wishing you a
Happy Midsummer*

ROY ANDERSON PAINT CO

DEBCO INDUSTRIAL COATINGS
O'SULLIVAN® PRODUCTS

Manufacturers Distributors

**San Francisco - San Rafael
Santa Rosa**



SIV och
ART ELWING

önskar en

GLAD
MIDSOMMAR



**Midsummer Greetings
from**

FOGLIA PUBLICATIONS
RUDY AND DOROTHY FOGLIA
CO-PRODUCERS
OF
VESTKUSTEN

-PAMPHLETS - BOOKLETS etc
2405 De la Cruz Blvd
Santa Clara, CA 95050
(408) 970-9562
Fax (408) 970-0561

Midsummer
Greetings

From the Sveadal Club

The Club will hold its

GOOD OLD WESTERN DAY

In Sveadal Saturday, August 14th

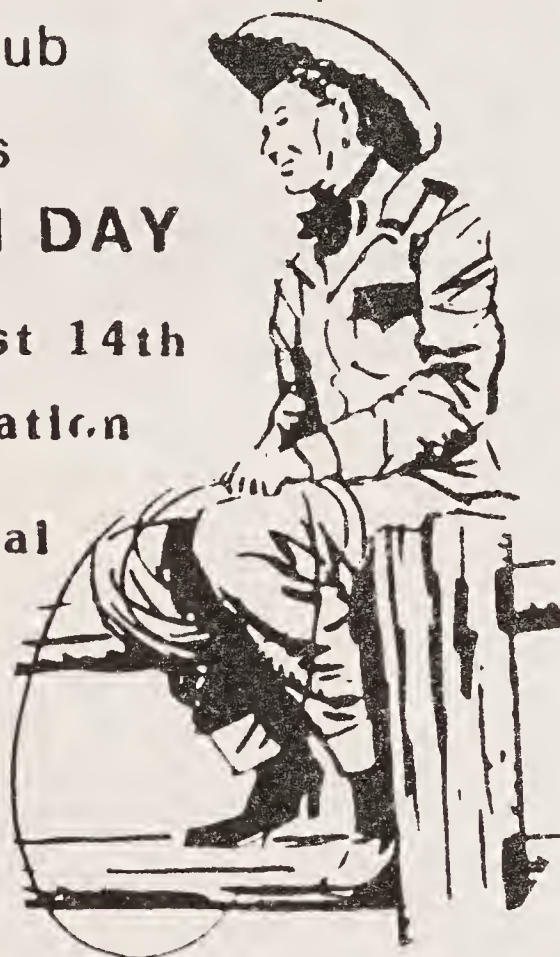
For dinner reservation

please call Sveadal

(1-408) 779-2854

Come in

Western outfit





Midsummer Greetings

from

Gladys Peterson

Happy Birthday Marta

Midsummer Greetings

from

Vera and John Nelson



Wishing you a

Happy Midsummer



THE WEISSENBORNS

Ken, Charlotte,
Karin, Linnea and Marta



Wishing you a very

Happy Midsummer

Ramona and Harry Talbot



NORTHERN LIGHTS, etc.

Scandinavian Shop & Gallery

Glad Midsommar

Lis & Ann Marie

826 Santa Cruz Avenue, Menlo Park • 325-0313

Monday-Friday 9:30-5:30 • Saturday 10-5



Greetings and best wishes for

Happy Midsummer



from



Mr. and Mrs. Reno C. T. Anderson

C. A. ANDERSON FUNERAL PARLORS

1387 Valencia Street, San Francisco 94110

